WHY NEW ORLEANS NEEDS LEGISLATORS TO DEDICATE SPORTS BETTING TAX REVENUES TO THE LOUISIANA EARLY CHILDHOOD EDUCATION FUND

As a member of the Ready Louisiana Coalition, the New Orleans Campaign for Grade-Level Reading joins a bipartisan group of more than 95 Chambers of Commerce, civic organizations, and advocacy organizations in urging Louisiana legislators to:

- **Appropriate $86 million to expand access** to quality early care and education programs for Child Care Assistance Program-eligible families.

- **Create a robust source of ongoing funding to the Louisiana Early Childhood Education Fund** by committing all revenues from sports betting, both in-person and online.

- **Continue to use federal stimulus funds to stabilize the early care and education sector**, which is critical to our economy and which has lost hundreds of millions of dollars since the beginning of the pandemic.

WHAT IS THE LOUISIANA EARLY CHILDHOOD EDUCATION FUND?

The Louisiana Early Childhood Education Fund was created in 2017 to **provide state matching dollars for local communities that invest in early care and education**. The Fund was designed to address the fact that fewer than 15% of in-need children under age four have access to a quality early care and education. The Fund, however, went unfunded.

Since 2017, the City of New Orleans has invested nearly $7M in local tax dollars to expand access to quality early care and education for infants and toddlers and allow their parents to pursue education and go to work. **To date, the state has not matched a dime**.

When sports betting was put on local ballots, voters were told revenue from it would be used for early childhood education. **It is time for the Louisiana Legislature to make good on this promise**.

Learn how establishing a funding source for the Louisiana Early Childhood Education Fund would impact New Orleans.
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BENEFITS FOR CHILDREN, FAMILIES, SCHOOLS, BUSINESSES, & THE ECONOMY

If taxes from sports betting are committed to the Louisiana Early Childhood Education Fund, it will benefit New Orleans children, their families, our schools, businesses, and economy.

A dollar-for-dollar match for the city’s investment in the New Orleans City Seats program could generate the following over the next 10 years:

- **Increase the availability of high-quality early care and education** for infants and toddlers from low-income families in New Orleans by 18%.

- **Provide full-day, year-round high-quality early care and education and wraparound supports** for up to 400 additional children annually, allowing parents to go to work.

- **Create stable funding for at least 20 high-quality early care and education providers** – across every neighborhood – that already serve more than 1,000 children.

- **Generate $5.34M in additional investment annually in our local economy** and strengthen local small businesses owned by women of color.¹

- **Add training and professional development for more than 80 local early care and education teachers** who work with more than 400 children annually.

- **Result in an annual return of up to $39M** in increased tax revenues and decreased tax dollars spent on social services, education, and public safety over time.²

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¹ This figure is calculated based on a study that found that child care businesses generate $1.78 in purchased goods and services in the local economy for every $1 invested in them. Original study is available at: https://www.researchgate.net/publication/255617816_A_Spatial_Analysis_of_the_Formal_Childcare_Sector_in_Kansas

² This figure is based on research by Nobel Laureate Economist James Heckman, who found a 13% return on investment in high-quality early care and education programs. For more, visit: https://heckmanequation.org/resource/13-roi-toolbox/